

Minutes Council Technology, Economic & Community Development Committee April 16, 2010

Minutes of the meeting of the Council Technology, Economic & Community Development Committee held on Friday, April 16, 2010, at 10:00 a.m., in the 3rd Floor Conference Room, Tempe City Hall, 31 E. 5th Street, Tempe, Arizona.

Committee Members Present:

Councilmember Onnie Shekerjian, Chair
Councilmember Corey Woods

City Staff Present:

Jaclyn Levin, City Clerk
Chris Messer, Comm Dev
Alex W. Smith, IT
Skip Neeley, Comm Rel

Micah Miranda, Comm Dev
Shelley Hearn, Comm Rel
Dave Heck, IT
Sheri Wakefield-Saenz

Councilmember Shekerjian called the meeting to order at 3:00 p.m.

Agenda Item 1 - Introductions

Everyone introduced themselves.

Agenda Item 2 – Approval of Minutes from March 5 & 24, 2010

This agenda item was rescheduled until the next meeting.

Agenda Item 3 – Public Appearances

None.

Agenda Item 4 – Tempe 11 – Video on Demand

Skip Neeley reported that staff has redesigned the Tempe 11 website. It is now fully interactive and available via the internet, social media, U-Tube, Twitter, etc. This gives the public access to government at unprecedented levels. Mr. Neeley gave a demonstration of site elements. Staff has created a photo gallery on this website that allows citizens access to pictures taken at various city functions and gives users the capability to print their own photos from that site. Councilmember Shekerjian suggested that staff add a link from the City Council webpage to the Tempe 11 page and added that it would be helpful to find out what percentage of Tempe households have internet capability so that this website could be promoted in the water bill. Councilmember Shekerjian pointed out that this website is an excellent example of how technology can provide transparency and efficiency to government functions.

Staff was directed to present this material to the City Council at an upcoming Issue Review Session.

Agenda Item 5 – Recap of the March 24 Technology Community Forum

Shelley Hearn stated that staff is in the midst of compiling the ideas generated at the forum, many of which will come to fruition when the new website is launched. The new website will elevate the transparency level dramatically and greatly improve customer service. Councilmember Shekerjian commented that she and Councilmember Woods might consider co-authoring a my turn column to update the public on the upcoming website improvements. Dave Heck stated that the emphasis of the new website will be content management supported by the Community Relations Office, as opposed to the current format that is supported by the Information Technology Department.

Staff was asked to keep the upcoming Economic Development Forum to the same format as the Technology Community Forum.

Agenda Item 6 – Greater Phoenix Economic Council (GPEC)

Scarlett Spring stated that the economy has triggered intense competition among states for revenue generating opportunities. Legislative decisions are also adversely impacting local economies. Ms. Spring gave an overview of how GPEC approaches and assesses economic development prospects. GPEC is continually looking at enhancing its marketing techniques and fostering synergistic relationships.

Councilmember Woods excused himself from the meeting.

Ms. Spring stated that one of GPEC's jobs is to promote the facts and attributes of what the state of Arizona has to offer, including demographic information. Promoting a 'value added' perspective is part of the branding message.

For the next committee meeting, Councilmember Shekerjian requested that GPEC prepare information that specifically pertains to GPEC's activity that has benefitted Tempe – specifically, 1) the number of GPEC leads that the City Economic Development Department has pursued, 2) a breakdown of the businesses that GPEC has brought to Tempe, including the level of involvement that GPEC had in attracting each particular business. The GPEC contract is scheduled for renewal in June.

Agenda Item 7 – WiFi in Downtown and Town Lake

Dave Heck reported that it is cost prohibitive to support wireless internet access in downtown Tempe at this time.

Agenda Item 8 – Microsoft Office SharePoint Server (MOSS)

Dave Heck stated that staff has purchased a SharePoint Server (MOSS) operating system. This tool is used to maximize system efficiencies and staff efforts. Councilmember Shekerjian requested that staff make a presentation at an upcoming Issue Review Session.

Agenda Item 9 – Economic Development Forum

Councilmember Shekerjian suggested that this forum be rescheduled so that the list of invitees could be reviewed and broadened.

Agenda Item 10 – Future Events

May – Government technology symposium
Economic Forum

Agenda Item 11 – Future Agenda Items

ICS Conference Update
Information Technology conference recap
Retail overview
Call Center update
Update on CRM - June

Agenda Item 12 – Announcements

There are 22 attendees registered for the upcoming entrepreneur workshop.

Meeting adjourned at 4:20 p.m.

Prepared by: Kay Savard

Reviewed by: Chris Messer

Jan Hort
City Clerk

UNAPPROVED